

The New WIC Way: Foods and Focus



Fond du Lac County WIC Program August/Sept/Oct 2009

After More than 30 Years the WIC Food Packages are Changing!

Beginning in August Wisconsin WIC will be providing new foods. The new foods help to reinforce key nutrition messages such as:

- Eat a Variety and More Fruits and Vegetables
- Drink Low-fat Milk
- Eat More Whole Grains
- Breastfeed Your Baby



Eat a Variety and More Fruits and Vegetables

Fruits and vegetables are low in calories and fat, and high in fiber, vitamins and minerals. Different fruits and vegetables are rich in different nutrients so choosing a variety of colors everyday may reduce the risk for chronic illnesses such as heart disease, type 2 diabetes, and obesity.

Beginning in August women and children will receive a Fruit and Vegetable Check to be used at the grocery store to purchase approved fruits and/or vegetables (fresh, frozen, or canned).

- Children will receive a \$6 check
- Most Women will receive an \$8 check
- Fully Breastfeeding Women will receive a \$10 check

Note: These checks are different from the Farmers' Market Checks.



Drink Low-fat Milk

Low-fat milk is a good source of protein, calcium, and certain vitamins. These nutrients help keep bones and teeth strong and healthy, and also help with other body functions.

Low-fat milk tastes great, reduces fat and calories quickly and easily, and helps lower the risk of heart disease.



Beginning in August, children 2 years and older, and moms will receive low fat milk from WIC.



Breastfeed Your Baby

Breastfeeding is healthiest for babies and moms, and WIC's new food packages are incentives to breastfeed.

Breastfed babies have lower rates of ear and respiratory infections, intestinal problems, type 2 diabetes, sudden infant death syndrome, and leukemia.

Moms that breastfeed have a reduced risk for type 2 diabetes, breast and ovarian cancers.

Moms who fully breastfeed or mostly breastfeed are eligible to receive food benefits for a full year and will also receive more food for baby. Moms who do some breastfeeding and formula feed, will not receive as much food for baby and will not get any food for herself after 6 months postpartum.



Infant Feeding

The infant food packages have been updated to support the American Academy of Pediatrics (AAP) recommendations on infant feeding and introduction of solid foods.

These changes also:

- promote and support breastfeeding
- include fruits and vegetables
- provide supplemental foods at appropriate ages
- tie formula amounts to feeding practice and age of infant

Beginning in August, infants 6 months and older will receive fruit and vegetable baby foods (stage 2). Fully Breastfed infants 6 months and older will also receive baby food meats.



Eat More Whole Grains

Whole grains have fiber and more vitamins and minerals than refined grain foods (like white bread). Fiber helps maintain a healthy digestive system and reduces the risk for a variety of illnesses including: heart disease, obesity, and colon cancer. Whole grain foods can usually be found by looking on the ingredient list for a whole grain listed first (for example, Whole Wheat or 100% Whole Wheat).

Beginning in August, women and children will be able to choose 100% whole wheat bread, brown rice, whole wheat tortillas or soft corn tortillas.

